

ABSTRACT

Graduation qualification work

on the topic “Development Trends and Organization Technology of Spa Tours in International Practice” (with designed Spa tour program to "Chiang Mai", Thailand)

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The urgency of the topic is explained by the fact that the rhythm of modern life, coupled with a significant increase in the information load, constant stress and a number of other factors lead to an increased need for recuperation during rest.

The aim of the work is to review the development trends and technologies of SPA tours in international practice and develop a tour program to "Chiang Mai-Thai" - the “Rose of the north”.

Tasks

1. Define of the concept, essence and types of Spa tours.
2. Give a general description of Chiang Mai - the northern capital of Thailand.
3. Explore the infrastructure of Chiang Mai.
4. Create the SPA tour program to Thailand "Chiang Mai - Thai" - the ” Rose of the North”
5. Collect a package of documents for the tour.
6. Calculate the tour cost.

The theoretical and practical significance

The theoretical significance of the work lies in the possibility of using the collected, analyzed and systematized information for further theoretical study of the problem and development of programs for the preservation of Spa resorts. The practical significance lies in the possibility to use the developed tour program and the package of documents required for its certification in the activities of tourist enterprises.

Results

1. A significant number of travelers today are attracted by health tourism. Modern Spa technologies are aimed at harmonizing the "body, mind and spirit" of a person and contribute to a comprehensive recovery, relieving the stress of everyday life. This is why the SPA industry is defined as a leading destination in health tourism. International experience in the development of the Spa industry is promising for use in order to increase the number of tourists whose goal is to improve health and treatment.

2. Thailand is one of the most popular SPA destinations among tourists who care about their health or just look for an opportunity to relax. The combination of a long history of traditional medicine, unsurpassed hospitality and efficiency has given Thailand a reputation as a leading wellness oasis.
3. The analysis of Thailand's infrastructure, namely the city of Chiang Mai, showed that the region has good transport accessibility, which allows for significant prospects for tourism development. In addition, there is a positive trend in the development of collective accommodation facilities. All this gives us a reason to expand the number of tourist programs, in the range of which SPA tourism can take a leading position.
4. The program of a Spa tour to Chiang Mai may be of interest to a wide range of potential consumers. It is implemented in the cities of Thailand, and, along with interesting excursions, during which tourists see unique historical places, they are given the opportunity to get acquainted with the traditions of Thais and try the national cuisine. In turn, the implementation of programs for health resorts in Chiang Mai will attract additional tourist flows and contribute to the economic development of the surrounding territories.
5. The success of the operator is determined not only by the ability to develop high-quality tourist programs, but also by the ability to find the best opportunities for their promotion and largely depends on the key consumer segments of the tourist product, which should be targeted by the program's communication activity.

Recommendation/ Application

The designed SPA tour will interest newlyweds or couples who want to escape from the city for a while and spend time together. To make this tour more popular, it is essential to post information about it on the website or Instagram and print out advertising material.